ONE SYSTEM. ONE MESSAGE. SIMPLE ACTIONS. EASY DUPLICATION.

One System. One Message. Simple Actions. Easy Duplication.

1. **LIST:** Identify people and opportunities.
2. **INVITE:** Start conversations and create curiosity.
3. **GIVE VALUE:** Share your product or business story.
4. **HELP:** Guide people toward a next step and ask for referrals.
5. **TRACK:** Follow up, measure activity, and teach others.

L – LIST

Identify the people and opportunities.

- Make a list of people you know.
- Think about people you would like to meet.
- Consider your existing relationships and networks.
- Look beyond your immediate circle.

The goal is to develop a network of people with whom you can start conversations.

I – INVITE

Start conversations and create curiosity.

- Reach out to people.
- Start natural conversations.
- Create curiosity without immediately pitching.
- Invite people to learn more.

The objective is to open the door, not deliver the entire presentation.

- "*Hey, do you have a minute? Let me tell you what happened to me.*"

Don't pitch. Don't overexplain. Just initiate a conversation.

G – GIVE VALUE

Have two short stories ready:

- A product story explaining your personal experience.
- A business story explaining why you're excited about the opportunity.

People are generally more interested in understanding the experience and potential benefits than hearing a technical explanation. Keep it simple. Don't overwhelm people with information.

H – HELP

Give a Next Step

Don't let a good conversation simply fade away.

Invite the person to:

- Learn more.
- Explore the product.
- Look at the business opportunity.
- Continue the conversation.

Make a recommendation without applying pressure. Give the conversation a clear next step: "*Would you like to take a closer look?*"

Expand

Don't limit your thinking to the person standing in front of you.

- "*If you know anyone who might be interested, I'd be happy to talk with them*."
- "*Who do you know who might find this interesting*?"

Use relationships and referrals to open additional doors.Never assume the person you're talking to is the only potential connection.

T – TRACK

Measure activity, follow up, and duplicate.

- Track conversations.
- Track invitations.
- Track product and business interest.
- Follow up with people.
- Set specific activity goals.
- Practice your scripts.
- Teach others to duplicate the process.

Success isn't just about having good scripts. It's about practicing them, using them consistently, and doing the numbers.

PUTTING IT ALL TOGETHER

LIST: Identify people and opportunities.

INVITE: Start conversations and create curiosity.

GIVE VALUE: Share your product or business story.

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THE DAILY SUCCESS HABITS

Building a business doesn't have to be complicated.

Develop these simple habits:

- Practice your opening lines.
- Practice your product and business stories.
- Start new conversations every day.

- Share your experiences.
- Ask for referrals.
- Follow up with interested people.
- Set measurable activity goals.
- Teach someone else what you've learned.

Don't just talk about building a business. Take action and track your progress.

THE POWER OF DUPLICATION

Your approach must be simple enough for someone else to duplicate.

You don't need everyone to become a professional presenter.

You need people who are comfortable:

- Starting conversations.
- Sharing their experiences.
- Helping others take the next step.
- Asking for referrals.
- Following up.
- Teaching someone else to do the same.

The goal is not to create complicated presentations.

The objective is to become comfortable starting conversations, sharing your story, creating opportunities, and helping others learn to do the same.